ORDER

Order / Rev: 104117 Orders Alt Order#: 06831873 BERKLEY FOR SENATE Product Desc: 30S Estimate: Flight Dates: 08/28/12 - 09/03/12 Primary AE: Amy McCreary Original Date / Rev: 07/09/12 / 07/23/12 Sales Office: BLPHI **GENERAL** Sales Region: National Order Type: Shorr Johnson Magnus Name: Agency **Buying Contact:** Billing Type: Cash Broadcast Billing Contact: Billing Calendar: 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15%

Advertiser

Name:

Priority:

Berkley, Shelley for Senate — WUSE

A35+

Demographic:

Product Codes:

PLC01

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	73	\$53,950.00	\$45,857.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	73	\$53,950.00	\$45,857.50	0.00
Totals	73	\$53,950.00	\$45,857.50	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary	•		Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	49%	\$53,950.00
Market	100%	\$110,102.04

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$22,020.41
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$17,616.33
KTUD	0%	\$0.00
KVVU	13%	\$14,313.27
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,202.04

Ln Ch	Start	End	Inventory Code	Break	Star	t/End Tin	ne Days	Len Spo	ts	Rate Pri	Rtg Type	Spot s	Amount
E 1 KSNV	08/28/12	08/31/12	M-F 5-6a WakeUp v M-F 5-6a WakeUp v	~	5-6a		-TWTF	:30	8	\$400.001	0.00 NM	8	\$3,200.00
NEWS			·	•									
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u> S	pots/Week		Rate .	Rating						
Week: 08/	27/12	09/02/12	-TWTF	8	\$4	00.00	0.00						

Print Date: 07/23/12 14:50:01

KSNV

Page 2 of 4

Order / Rev: 104117 06831873

Alt Order #:

Advertiser:

Berkley, Shelley for Senate

Flight Dates: 08/28/12 - 09/03/12

BERKLEY FOR SENATE Product Desc:

Estimate:

30S

NEWS Start Date End Date Weekdays Spots/Week Rate Rating	,200.00 \$800.00 ,400.00 ,400.00
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Start Date End Date Weekdays Spots/Week Rate S400.00 0.00	,400.00 6,600.00 ,400.00
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NEWS Start Date End Date Weekdays Spots/Week Rate Start Date Weekdays Spots/Week Rate Start Date S	,400.00
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E 7 KSNV 08/28/12 08/31/12 Noon News CM 12-1230pm -TWTF :30 4 \$425.001 0.00 NM 4 \$1	,700.00
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Start Date End Date Weekdays Spots/Week Rate Rating	
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Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 08/27/12 09/02/12 -TWTF 4 \$500.00 0.00	
E 11 KSNV 08/28/12 08/31/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm -TWTF :30 4 \$700.001 0.00 NM 4 \$2 4PM NEWS (1 hour) (4:30 PM-5:00 PM)	2,800.00
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Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 08/27/12	\$700.00
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NEWS	
Start Date End Date <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 M 1 \$700.00 0.00	
WOOK OWNER TO COLOUR TE	\$700.00

Print Date: 07/23/12 14:50:01 Page 3 of 4

Order / Rev: 10

104117

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06831873

0831873

08/28/12 - 09/03/12

Product Desc:

BERKLEY FOR SENATE

Estimate: 3

30S

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	rime Days	Len Spots	Rate Pri	Rtg Type S	Spots	Amount
			NEWS 3 at 4 (1			,			0 71	•	
NEWS			4PM NEWS (1 h	ou r)	(4:00 PM-4:3	80 PM)					
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating			1		
Week: 09.		09/09/12	M	1	\$700.00	0.00					
E 14 KSNV	08/28/1	12 08/31/12	NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:00 PM-4:3	"TWTF"-	:30 4	\$700.001	0.00 NM	4	\$2,800.00
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<u>Sta</u> Week: 08	art <u>Date</u> /27/12	End Date 09/02/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$700.00	Rating 0.00					
E15 KSNV	08/28/1	12 08/31/12	M-F Early News	CM	5-63 0 p	-TWTF	:30 4	\$1,000.001	0.00 N M	4	\$ 4, 00 0.00
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	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
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E 16 KSNV	09/03/	12 09/03/12	M-F Early News M-F Early News	СМ	5-630p	M	:30 1	\$1,000.001	0.00 NM	1	\$1,000.00
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<u>Sta</u> Week: 09.	art Date	End Date 09/09/12	<u>Weekdays</u> _M	Spots/Week 1	Rate	Rating 0.00					
E 17 KSNV				CM	\$1,000.00 6:30-8pm	S	:30 1	\$375,001	0.00 NM	1	\$375.00
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<u>Sta</u> Week: 08	art Date	End Date 09/02/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$375.00	Rating 0.00					
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<u>اه.</u> Week: 08	art <u>Date</u> /27/12	End Date 09/02/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$800.00	Rating 0.00			ļ		
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FACE			Face to Face w/	J.Ralston							
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week; 09	/03/12	09/09/12	M	1	\$800.00	0.00					
E 20 KSNV	09/03/	12 09/03/12	•	CM	630-730pm	M	:30 2	\$1,000.001	0.00 NM	2	\$2,000.00
WH/JE	Р		M-F Jeopardy/W	neel of Fortun	е						
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09		09/09/12	M		\$1,000.00	0.00					
E 21 KSNV	08/28/	12 0 8/31/12	M-F Jeop/Wheel		630-730pm	-TWTF	:30 8	3 \$1,00 0.001	0.00 NM	8	\$8,000.00
WH/JE	P		M-F Jeopardy/W	neer or Fortun	e						
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 08		09/02/12	-TWTF		\$1,000.00	0.00					
E 22 KSNV	09/01/	12 09/02/12	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135 _l	pm\$S	:30 2	2 \$1,100.001	0.00 NM	2	\$2,200.00
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	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
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NEWS											
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating			l		
Week: 09		09/09/12 12 09/02/12	M	1 CM	\$1,100.00 Sun 1135n-	0.00 1200aS	:30	1 \$200.002	0.00 NM	1	\$200.00
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Print Date: 07/23/12 14:50:02 Page 4 of 4

 Order / Rev:
 104117
 Advertiser:
 Berkley, Shelley for Senate

 Ajt Order #:
 06831873
 Product Desc:
 BERKLEY FOR SENATE
 KSNV

 Flight Dates:
 08/28/12 - 09/03/12
 Estimate:
 30S

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
			Sports Night in La	is Vegas								
			Sports Night in L	as Vegas								
SPOF	RTS NIGHT	ľ								_		
S	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 0	8/27/12	09/02/12	S	1	\$200.00	0.00						
E 26 KSN	V 09/01/1	12 09/01/12	Saturday Today	CM	7a-9am	S-	:30	2	\$625.001	0.00 NM	2	\$1,250.00
			Saturday Today									
SAT	TODAY		, ,									
S	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 0	8/27/12	09/02/12	S-	2	\$625.00	0.00						
										Totals	73	\$53,950.00